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Biggest service-contract firm loses insurer, folds

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

General Group International, the nation's largest independent administrator of vehicle service contracts, folded last week after failing to find an insurer to underwrite its contracts.

The company — led by Jerry Farrar, its high-profile president and a founder of the extended warranty industry — joins a string of extended service contract companies that have shut down in the last three years.

Settlement of claims will continue under the supervision of General's current underwriter, Maryland Casualty Insurance Co.

The insurer, based in Baltimore, has hired General's claims and data processing staff of about 140 people. General's remaining 140 employees will be laid off.

"Since the major portion of our revenues comes from sale of vehicle service contracts, we had no alternative but to cease the company's operations," Farrar, 52, told *Automotive News*.

General, based in Harbor City, Calif., had become the largest administrator in the industry, with 65 general agents employing 400 sales agents. The company sold contracts through 7,500 new-car dealers. Farrar said the company has 1.7 million contracts in force and a premium reserve fund of $200 million to pay claims.

George Cass, executive vice president of Maryland Casualty, declined to estimate the amount of Maryland's potential underwriting losses on General's service contracts because the last one won't expire until 1997.

Asked if the insurer will lose money on the General contracts, he said: "Absolutely, we will suffer losses. All of our actuaries clearly point to red ink."

Cass said Maryland will continue to underwrite the business sold by dealers of all General's business until Oct. 15, when they will have to find another carrier.

At its peak in 1989, General sold 500,000 service agreements representing sales of $240 million.

Industry officials say General's demise will be less tumultuous for dealers than other administrator closings.

see DEMISE, page 53

AUTOMOTIVE NEWS-JOE WILSSENS

Pontiac excitement

John Middlebrook, Pontiac general manager, took the stage at a Detroit nightclub last week to introduce the 1991 models. Details of Pontiac's plans for the 1991 model year, along with those for Cadillac and Oldsmobile, begin on Page 2.

Iveco's U.S. pullout stuns dealer network

By Joseph Bohn
TRUCK EDITOR

Iveco SpA, of Torino, Italy, stunned its North American distributor organization and dealer network last week by surreptitiously announcing it would pull the plug on U.S. operations in mid-1991 after 13 years of operation.

Iveco, after helping popularize Class 3, 4 and 5 low-cab-forward diesel trucks, fell victim to the onslaught of Japanese competitors that entered the market during the last five years.

Nine competitors marketing low-cab-forward models will remain when Iveco drops out. Only Ford Motor Co. plans to build such a truck domestically next year, but several U.S. manufacturers produce conventional trucks in Classes 3 through 6. Low-cab-forward trucks position the driver over and ahead of the front axle, but they are much smaller than Class 8 tractors of the same design. In conventional trucks, drivers sit behind the engine and front axle.

"I'm stunned," said Dave Busby, summarizing the feelings of Iveco's 160 dealers.

"We put 10 years into the franchise," said Busby, owner of Draco Trucks, of San Diego. "I'm speechless."

Busby noted that Iveco of North America officials repeatedly had said they were not going to pull out of this market. "They were saying they would have a full line and were serious about this market," Busby said.

see IVECO, page 53

Lutz, Gorman to address '91 World Congress kickoff

DETROIT — Chrysler Motors President Robert Lutz will deliver the keynote address at the 1991 Automotive News World Congress, to be held Jan. 13-16 at the Westin Hotel in Detroit.

TRW Inc. Chairman Joseph T. Gorman also will address the Sunday night opening session.

Lutz

Gorman

The 15th Automotive News World Congress, co-sponsored by *Automotive News* and the University of Michigan Transportation Research Institute, will be held in conjunction with the North American International Auto Show and is expected to attract automotive leaders from around the world.

During the four-day event, internationally acclaimed experts and executives from the manufacturing and supplier communities will present insights into the tumultuous worldwide auto industry of the 1990s.

Keynoter Lutz is known in the industry as a "product guy." He loves high speeds, and his passion for cars was most recently evidenced when he championed development of the V-10 Dodge Viper sports car.

Lutz now is in the running to succeed Chrysler Corp. Chairman Lee Iacocca. Lutz joined Chrysler in 1986 as an executive vice presi-

see CONGRESS, page 53

The 1992 Ford Crown Victoria bows next spring with a revamped platform, a new 4.6-liter V-8 engine and a shapely, aerodynamic silhouette.

POPULAR MECHANICS-JIM DUNN

MORE POWER, LESS TIME

Ford's plans for the '90s include shorter product cycles, new powertrains and attention to some aging platforms

This article is the first in a series over coming months exploring 1990s product plans of the U.S. Big 3 and Asian and European importers.

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co.'s future product schedule for the 1990s shows shorter product cycles and new powertrains as the No. 2 automaker tries to protect its market share from foreign and domestic competitors.

Ford will substantially redesign many of its models after three or four years to be more competitive with Japanese automakers. But the company will match the Japanese with their

see FORD, page 54

FUTURE PRODUCTS

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Ford welcomes CAW targeting; White talks strike

By Alex Law
STAFF CORRESPONDENT

TORONTO — Ford Motor Co. of Canada was named the strike target last week by a strike-talking Canadian Auto Workers President Bob White.

"I don't know if we can do this without a strike," he said. "I think these negotiations are going to be very difficult, the most difficult since the early 1980s."

UAW, GM talks down to the wire, Page 58

White said Ford has "ridden on the coattails" of Chrysler Canada and General Motors of Canada long enough, since the last time Ford was a target in 1976. Contracts covering 63,000 workers at Ford, Chrysler and GM expire Sept. 14, the same day the UAW's U.S. contracts expire.

> "I don't know if we can do this without a strike. I think these negotiations are going to be very difficult, the most difficult since the early 1980s."
>
> **Bob White**
> Canadian Auto Workers

White said there was a strong chance of strikes on both sides of the Canada-U.S. border since the UAW picked GM as its target.

White's description of the UAW-GM contract talks is in stark contrast to that of UAW President Owen Bieber, who described GM as the settlement target, not "strike target." Little news has emanated from negotiation rooms since the UAW and GM began talking in earnest Aug. 28.

White was not quiet. He told union negotiators that there would be "a big jumbo strike" between the UAW and GM. He said he ruled GM of Canada out as a strike target for that very reason, since Canadian plants will shut almost as soon as American plants if there is a strike in the United States.

"I think our members would question our intelligence if we chose GM," White said.

For its part, Ford said it "welcomes the opportunity to set the Canadian pattern for a new contract in the industry and will work toward reaching a fair and realistic agreement before the Sept. 14 deadline."

Don McKenzie, Ford's chief negotiator, admitted that "the two negotiating teams face a difficult task" to settle without a strike."It is not impossible to reach a settlement before the deadline," he said, "but we are going to have to work very diligently in the time remaining if we are going to make it."

White said there was "no persuasive argument for not going to Ford. We've been to Chrysler several times. We've been to GM several times." There was a 12-day strike against GM in 1984 and a week-long strike against Chrysler in the last negotiations in 1987.

Ford has not put a proposal on the table yet, but the CAW is looking for percentage increases rather than lump-sum payments in each year of a new contract, plus full cost-of-living protection, greater job security and more time off.

AUTOMOTIVE NEWS/JOE WILSSENS

Computer Command Ride, a new feature of 1991 Cadillacs, automatically varies damping rates of struts on Eldorado (pictured), Fleetwood and Seville and is optional on DeVille.

Late-August sales trail '89; month shows drop of 17%

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Sales of both cars and light trucks declined for domestic automakers as new-vehicle deliveries slid 21.01 percent in the last 10 days of August, compared to the same period a year ago.

For the entire month, total vehicle sales, including imports, were off 16.96 percent from August 1989. There were 27 selling days in the month this year and last, but August 1989 sales were spurred by a plethora of fat incentive programs to reduce swollen inventories. August was the highest month of 1989 for car sales.

Truck sales, the saving grace for some of the makers this year, were down across the board in the final period of the month. Only transplant automakers Honda, Mazda, Mitsubishi and Toyota had higher car sales among domestic car producers.

A total of 387,389 cars and trucks were sold during the 10-day period, which had the Middle East crisis on its back and fewer incentives than last year. The late-August period had 10 selling days both years.

"Sales typically spurt ahead in the final 10-day period," said Tom Webb, chief economist for the National Automobile Dealers Association. "With consumer confidence low, the economy so weak and the potential for destabilizing events so high, we see little hope for an immediate turnaround."

see AUGUST, page 56

SECONDHAND OLDS

New buyers wooed with used-car warranty plan

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

The Oldsmobile Edge now is a double-edged blade that dealers can use to carve a bigger base of customers from people whose first cars are purchased through used-car departments.

The Value-Rated Edge used-car program is patterned after the new-car program that Oldsmobile introduced last year. The new plan was announced by General Manager J. Michael Losh at a media preview of 1991 Oldsmobile products. Pontiac and Cadillac also held previews last week.

Oldsmobile revamps 98 for 1991, Page 10

Value-Rated Edge will operate on two levels: Value-Rated Plus, covering only used 1990 and 1991 Oldsmobiles, and Value-Rated, covering any brand of used 1984 to 1991 vehicle.

The Value-Rated program offers three basic elements that are similar to Oldsmobile Edge:

- A 12-month, 12,000-mile warranty similar to Bumper-To-Bumper Plus, with deductibles applicable in many cases
- At least one year of coverage under the Roadside Assistance Program
- A guaranteed satisfaction program that involves no-deductible repairs for "reasonable component failures" that occur in the first 30 days or 1,000 miles of ownership.

Oldsmobile is looking for long-term gains from the Value-Rated plan, Losh said. Designers of the plan hope to woo people who don't want to pay full ticket for a new car, or parents who are buying a first car for their children.

Ultimately, Oldsmobile hopes the buyer of the nearly new car will buy new the next time. In the other scenario, parents may be shopping for a new car themselves at the same time they are buying a used vehicle for their children, and the children could become the next generation of Oldsmobile buyers.

The plan recognizes that used cars are an important part of a dealer's business, while giving Oldsmobile dealers an advantage in that market, Losh said.

The new program will be available only at dealerships that pay to participate, unlike the Oldsmobile Edge program. Losh said he expects dealers would fold their cost for the program into the price of the used car.

Also at the media preview, Losh said he believes Oldsmobile sales are headed up after bottoming out in 1990. Although he admitted being wrong last year when he said the same thing about 1989, Losh said there are good indications of an upswing now.

He predicted that the new Bravada sport-utility, 98 luxury sedan and Custom Cruiser wagon should help Oldsmobile raise its market share by a half percent.

Losh said his overly rosy outlook last year "miscalculated the intensive competitive pressure in the market, and also the downturn in the market."

Slow startups with the Toronado and Silhouette minivan also contributed to a down model year in which Oldsmobile will sell 507,000 cars and 21,000 vans.

Those figures translate to a 5.5 percent share for cars and 0.5 percent for light trucks, he said, adding that Oldsmobile's

see GM CARS, page 56

Japanese prices move up

Toyota, Nissan rise about 2% on carryover models

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — The leading Japanese auto retailers in the United States are tacking modest price increases onto their 1991 models, and it appears their peers will follow suit.

Last week Toyota Motor Sales U.S.A. Inc. said it will raise prices an average of 2.3 percent, or $318, over comparably equipped 1990 models. Nissan Motor Corp. in U.S.A. said prices will go up an average of 1.8 percent, or $290.

But there was an asterisk on each: Toyota didn't include its new Tercel, which will be priced later. Nissan omitted its new Sentra. The base Sentra two-door has risen $600. It's now $7,999. Other Sentra model designations have been changed for 1991, making comparisons with 1990 difficult.

American Honda Motor Co. Inc. has announced prices only for the Accord. They are up $200. Honda will announce Civic and Prelude prices Sept. 20. "We don't expect to have any major increase," said a spokesman.

Those increases compare with hikes of 0.9 percent ($135) for Chrysler Corp., 2.3 percent ($389) for General Motors and 3.2 percent ($528) for Ford Motor Co.

According to analyst Maryann Keller, managing director of Furman Selz of New York, comparing domestic and import price increases is tricky business.

"With all the crazy option packages, option changes, rebates and incentives on the domestics, it's hard to tell what's a bargain," she says. "The Japanese strategy is to keep pricing relatively simple. Maybe they know something about the buyers who are fed up with this absurd game."

The Japanese pricing announcements come with the yen at its 1990 high against the U.S. dollar. Late last week, the yen was trading at 141 per dollar.

A stronger yen generally puts more pressure on Japanese importers to raise U.S. prices, but Keller says they will sacrifice profits for sales.

"The Japanese have their sights set on one thing: that's market share," Keller said. "They've lost money before and they'll do so again, but that's not their first concern."

But an argument against the need for a Japanese price increase is the fact that the yen has been weaker than expected since the 1990 models were introduced a year ago, which has meant higher profits for the Japanese importers in this country.

Toyota price increases, figured on comparably equipped base models, are: Corolla, up $250 to $8,998; Camry, $360 to $11,948; MR2, $250 to $15,148; Celica, $300 to $12,698; Supra, $960 to $23,820; Cressida, $700 to $22,198; Previa, $400 to $14,398.

In addition to the base Sentra two-door, the entry-level 1991 sedan is $9,100, and the top-of-the-line four-door is $12,750.

Nissan vice president and general manager Robert J. Thomas stresses that the Sentra sales strategy will focus on value-for-the-dollar, not low price.

Price hikes for other Nissan lines include: Stanza, up $250 to $11,900; 240SX, $360 to $13,609; Pathfinder, $400 to $16,120.

Nissan will announce 1991 Infiniti prices tomorrow. A company spokeman said the increase will average 2.5 percent. The new G20 sedan is expected to be priced lower than expected at about $17,500. Toyota's Lexus Division raised the price of the LS400 by $2,000, plus a boost of $1,000 in May.

Mazda Motor of America Inc. will announce its 1991 prices this week. A spokesman said any increases "will be relatively modest."

Mideast turmoil puts mpg in 1991 ad spotlight

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Bracing for the possibility of a fuel crisis as a result of problems in the Middle East, Cadillac will tout fuel economy as a major selling point in its 1991 ad campaign.

Using its "Cadillac Style" theme as a backdrop, the luxury car division has integrated its 26-mpg highway rating into all its ads, said Peter Levin, director of advertising.

In light of the Middle East crisis and gasoline prices fast approaching $1.50 per gallon, other General Motors divisions also use new 1991-model ad campaigns to play up fuel efficiency.

While contending that their buyers are willing to pay more for the appointments and power of a luxury car, Cadillac and Buick stress that contemporary vehicles are much more fuel efficient than those they sold during the fuel crisis created by the Organization of Petroleum Exporting Countries' embargo in the mid-1970s.

Said Buick General Manager Edward Mertz: "There's no need to go from a very long car to a very small car. We can't squeeze everybody into a Geo Metro."

Oldsmobile and Pontiac seem to be playing it safe.

Oldsmobile, in a new 15-second ad, features its 1966 442 model along with the 1991 version. The voice over explains that the 25-year-old car got 16 mpg on the highway and went from 0 to 60 mph in eight seconds. The 1991 model, the announcer says, gets 30 mpg and goes from 0 to 60 mph in seven seconds.

Oldsmobile General Manager J. Michael Losh said the division did not create the ad because of the threatened fuel shortage, but because research indicates that fuel efficiency is among the concerns of consumers.

Pontiac has designed its 1991 ads with what it calls "creative flexibility," allowing it to integrate fuel economy information into existing ads, said Pontiac General Manager John Middlebrook. He also said that the 1991 Grand Am and Sunbird "react very well to the fuel economy problem. We're in excellent shape."

Spokespersons for Ford Division and Lexus said those manufacturers will continue to monitor the fuel situation but currently have no plans to alter their strategies.

Chevrolet and Chrysler Corp., which have yet to unveil 1991 marketing plans, declined to comment.

Hostages held for Passat parts

By Rik Turner
STAFF CORRESPONDENT

SAO PAULO, Brazil — Iraq is demanding a shipment of auto parts in exchange for 18 hostages who work for Volkswagen do Brasil in Iraq.

The parts, which fit the 160,000 Passats in Iraq built by Volkswagen do Brasil, were en route by sea to Iraq when Saddam Hussein invaded Kuwait and the United Nations ordered an embargo on trade with Iraq.

The Iraqi demand for the auto parts is the latest obstacle raised to the release of the VW employees.

Earlier, the government had refused to grant exit visas to the workers on the pretext that the contract between Baghdad and Autolatina had not been fulfilled.

Autolatina last week rescinded the contract with Iraq's state-run General Automobile and Machinery Co. and says the matter is now in the hands of Brazil's foreign ministry, which is honoring the embargo.

Autolatina is the Volkswagen-Ford Motor Co. joint venture in Brazil and Argentina.

Japan shifting to right-hand drive imports

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Ken Urushibara bought a Packard convertible in 1951 and through the years had one American car after another in his garage, never minding that the steering wheel was on the wrong side. Passing on the highway was "a bit awkward," he said, but it was easier to park.

He recently sold his last American car, a Chrysler New Yorker he bought in 1982. Given the option now, he said he would always prefer right-hand drive in Japan.

In increasing numbers, Japanese buyers of imported cars are opting for right-hand drive to be in tune with the country's traffic driving on the left. The change reflects how the import segment has grown from an exotic arena to part of the real mass market.

European carmakers are leading the move to satisfy demand for right-hand-drive imports. America's Big 3 are ignoring it. Only Honda sells right-hand-drive cars made in America.

Although it is changing quickly, most import buyers still choose left-hand drive. In the fiscal year that ended March 31, 61.5 percent of the 169,150 units imported were left-hand drive, according to the Japan Automobile Importers Association. That was a decline from 66.2 percent in the previous fiscal year, when imports totaled 120,453.

Japanese commentators have long argued that one reason Americans sell few cars in Japan is that they do not bother to produce cars with right-hand drive.

For instance, Japanese translator Hiroshi Takami, writing in *Automotive Week*, a sister publication to *Automotive News*, noted that in Japan, drivers must pay tolls on most roads. "Toll booths are always on the right side to suit the left-side traffic rule. . . . I wonder if (Lee Iacocca) realizes the nuisances Chrysler drivers have to endure at toll booths. . . . Even a small company like Porsche is now exporting cars with right-hand steering."

Historically, the left-hand nature of the import market in Japan is an indication of its limited size. Last year, imports made up only 3.9 percent of the total market of 4.3 million.

Even Honda did not bother importing right-hand-drive cars initially. And several European makers, which make right-hand-drive cars for the British market, did not send them to Japan. "You never had to," an official of one European company said.

Standard thinking among manu-

see RIGHT DRIVE, page 22

Imports to Japan: Left vs. right drive

Imports of left- and right-hand drive for fiscal year ending March 31

Source: Japanese Automobile Importers Association

AUTOMOTIVE NEWS / DAVID L. BURHANS

Lamm, Riesenbach quit Subaru posts

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Lamm

Riesenbach

NEW YORK — Fuji Heavy Industries has appointed Takeshi Higurashi, a 36-year Fuji veteran, to replace Harvey H. Lamm as chairman of Subaru of America Inc.

Masaharu Masumitsu, whom Fuji appointed Subaru vice chairman last spring, will remain in that job and will acquire Lamm's chief executive title. He and Thomas R. Gibson, who remains president and chief operating officer, will oversee Subaru's day-to-day operations.

Lamm, 54, who co-founded Subaru of America in 1968, announced his resignation as chairman and chief executive officer last week, shortly after Subaru became a wholly owned subsidiary of Fuji. Marvin S. Riesenbach, 60, executive vice president and chief financial officer, also said he will take early retirement at the end of Subaru's fiscal year, Oct. 31.

Fuji's purchase of the 50.7 percent of Subaru it didn't already own became effective Aug. 31. Lamm resigned the next business day, Sept. 4.

Subaru said in a statement that Lamm stepped aside "to provide a clear path for the strategic and operational integration of the manufacturing, product development, and sales and marketing arms of the new enterprise."

Subaru of America hasn't posted an annual profit since 1986, and its vehicle sales have declined every year since then. But it has shown a profit for

see SUBARU, page 53

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PEOPLE POWER

Effort to build affordable car nurtures growth of auto industry in Philippines

By Stephen Vines
STAFF CORRESPONDENT

MANILA, The Philippines — The number of carmakers in the Philippines could more than double under the People's Car Program poised to take effect before the end of the year.

Negotiations are nearing completion among the first four participating manufacturers, and production of cars from semi-knockdown kits could begin within the next two months.

Philippine car sales growing, Page 17

The idea was to create a new brand of locally assembled cars that would cost less than the Toyotas, Nissans and Mitsubishis assembled by the country's three existing makers.

Thirteen companies from around the world wanted to join the scheme. With a great deal of flourish, the government announced it was setting a 175,000 peso ($7,292) retail price limit on the cars to be produced in the program. The limit is about 100,000 pesos ($4,167) cheaper than retail prices of existing models.

But it now looks as though the participants in the program will be lucky to sell even half the number of cars forecast by government planners, and it looks like they will

see PHILIPPINES, page 16

"We wanted to break the cartel" of three goverment-licensed assembly companies in the Philippines, says Elena Lim, who helped start the People's Car Program.

ORIENT EXPRESS

Healthy car sales, robust predictions whet Toyota, GM appetites for Turkey

By Richard W. Bruner
STAFF CORRESPONDENT

ISTANBUL, Turkey — The new-car market in Turkey is expected to double by the mid-1990s. And a newcomer to the country — Toyota — has plans to capture a fifth of the country's sales.

Production by Fiat and Renault dominates the Turkish automobile market. Renault is expected to increase its presence by building a new plant in Torbali.

General Motors is also building a factory in Torbali. It will assemble 10,000 to 15,000 Vectras a year.

Mehmet Kahya, 39, president, of Toyotasa, the 50-50 joint venture between Toyota and the Turkish company Temsa, said he expects annual demand for new cars to reach 300,000 to 500,000 by 1995. How high it goes will depend on government tax policy. With lower taxes, it could easily reach 500,000, he said. Toyota plans to produce 100,000 of those cars.

Nejat Emirli, general secretary of the Turkish Automobile Manufacturers Association, said 1989 production was 118,314, and strong demand could push that number to 200,000 this year. Virtually all of the output is sold in Turkey and accounts for about 85 percent of the country's car sales.

Emirli

People in Turkey are "widening their eyes," he said. "They want more comfort." Incomes in many sections of Turkey are improving.

Ali Ihsan Ilkbahar, 51, general manager of the Ford operation in Turkey and president of the Turkish Automobile Manufacturers Association, said, "Everyone's projection for the year is an increase of no less than 50 percent for all kinds of vehicles."

Ilkbahar

Car sales are up 54 percent this year. Truck sales have grown 60 percent; minibuses, 30 percent; and farm tractors, 98 percent. Ilkbahar explained that the growth follows a decline in 1989 sales. The country's value-added tax increased from 25 percent in 1988 to 38 percent in 1989.

Taxes have dropped slightly this year, and interest rates and inflation also have declined. Turkey's productivity and exports have improved, putting more money into consumers' pockets.

Ford Motor Co., Fiat S.p.A. and Renault S.A. now make cars in Turkey. Last year's car production totaled 6,140 for Ford, 51,781 for Renault and 60,393 for Fiat.

Toyota is the first Japanese manufacturer to express an interest in Turkey's auto market. The Toyota-Temsa joint venture will build a $250 million assembly plant 93 miles from Istanbul.

Kahya said he expects the first auto to be built in early 1993. Turkish law requires that at least 70 percent of the parts be made in Turkey.

First-year production is scheduled to be about 20,000 cars, most of them Corollas. Within a year, Kahya expects capacity to be 100,000, all for sale in Turkey.

Kahya's current task is to set up a sales system so his company can import Corollas for sale here.

Ilkbahar, general manager of Otosan Otomobil Sanayi A.S., Ford's joint venture in Turkey, said his company focuses its attention on commercial vehicles, including 4,000 20-ton Ford Cargo trucks and 6,000 Ford vans a year.

The company also makes a small pickup truck called Anadol, the first vehicle completely Turkish in design and manufacture. Otosan introduced it in 1966. It had a fiberglass body with a Ford-licensed powertrain. In 1983, Otosan redesigned it as a pickup truck and has been making about 1,500 annually. Next March, Ilkbahar expects his company to begin producing 2,000 Ford Taunus pickups a year.

Otosan also imports and sells Ford Escorts but has no plans to manufacture them. Except for a small number of vans exported to Hungary and Bulgaria, all of Otosan's production is for Turkish sale.

To dedicate a new factory in Torbali, Turkey, to build Opel Vectras, GM Europe Vice President Tom Mason planted a tree.

Ford has long tenure in Turkey

ISTANBUL, Turkey — Ford Motor Co. has a long history in Turkey. Sixty-two years ago, the founder of the Koc Group of companies, Vehbi Koc, added a Ford dealership to his growing list of enterprises.

In 1959, the Koc Group expanded its Ford operation into what was called a "dealer-assembly" operation. Gradually, the company moved into the manufacture of Ford components under Ford license, as well as importing parts for assembly.

The Koc Ford operation now includes an engine and truck assembly factory, in Inonu, plus an automobile assembly plant in Istanbul.

In 1983, the Koc Group sold 30 percent of its share in its Ford manufacturing facilities to Ford Motor Co.

The Koc Group also has the license to produce Fiats. But automobiles are only part of its holdings. Other enterprises include banks, electronics manufacturing, construction, mining and food products.

— Richard W. Bruner

Joint-venture chief learns in America

Mehmet Kahya, the 39-year-old president of Toyotasa, the joint venture that will build and sell Toyotas in Turkey, is a product of American business education.

Like many members of the Turkish middle class, Kahya learned to speak English as a youngster. He was born in southern Turkey where his father, a farmer and landowner, was determined to see his children get the best possible education.

Kahya

As a boy, Kahya went to American schools. He later attended Robert College (the equivalent of an American high school) in Istanbul. Robert has an excellent reputation among American college educators.

That helped Kahya get a scholarship to Yale, where he majored in economics and chemical engineering. He later earned a master's in finance marketing and quantitative methods from Northwestern University.

Kahya is also president of Temsa, Toyota's partner in the Toyotasa joint venture. The company assembles and distributes such Japanese products as Komatsu forklifts and Mitsubishi buses. Because of the deal with Toyota, Temsa has stopped distributing Mitsubishi cars.

— Richard W. Bruner

RIGHT DRIVE

FROM PAGE 3

facturers has been that either there wasn't enough volume to justify producing a right-hand-drive version of a model or that the snob appeal of left-hand drive was a marketing advantage.

Volume is low for importers. Yanase and Co. imports Volkswagen, the leading import at 48,980 units for the fiscal year ended March 31, 1990. The leading single model this calendar year is VW's Golf, with 13,463 units imported through July. But there is no clear answer to the question of how much volume would justify the tooling to make right-hand-drive versions of cars.

At some point, the government could get involved in the question as a safety issue. Left-hand-drive cars have been permitted on highways, in part because there were so few imports. Also, government policy now encourages imports from the United States to diminish the trade deficit, and a right-hand-drive rule would be perceived as another barrier to the Big 3.

But when Honda began importing Ohio-made cars two years ago, the government reportedly warned the company it would have to switch fairly rapidly to right-hand drive. On April 1, right-hand-drive Accords began arriving.

Here, as in the United States, safety is a large part of Volvo's marketing campaign, and Volvo Japan Co. recommends right-hand drive for safety. The company hopes to sell 11,000 vehicles this year, and 90 percent will be right-hand drive. Still, Volvo finds it necessary to provide left-hand drive for those who demand it.

Status, not safety, is on the minds of most import buyers. But as affluent Japanese consumers become more accustomed to luxury cars, the exotic appeal of left-hand drive is beginning to fade.

When BMW Japan Corp. introduced right-hand-drive vehicles in 1985, its dealers were unhappy, a company spokesman said. They could not imagine selling prestige imports with ordinary right-hand drive.

In the first six months of 1989, when BMW customers could choose a model offered in both left-hand and right-hand drive, 79 percent chose left. In the first half of 1990, that figure dropped to 69 percent.

In the 1950s, Volkswagen first offered right-hand drive in Japan; the percentage of right-hand-drive models has grown steadily to 70 percent of VW sales and 60 percent of Audi sales.

Honda imported its Accord coupe from Ohio with left-hand drive for two years until 10,000 units had reached Japan. Company officials had said they would not introduce right-hand drive until volume was high enough to make it financially feasible.

The company plans to bring in 50,000 Hondas annually by the mid-1990s. The ratio of left- to right-hand drive, says a spokesman for Honda North America Inc., will be largely up to the market.

For now, say Japanese sources, Honda is importing a 50-50 ratio of the new Accord coupe. While Accord cognoscenti know that all coupes are built in Marysville, Ohio, the right-hand-drive versions look as though they could have come off the line at the Sayama plant in Saitama Prefecture.

While Accord cognoscenti know that all coupes are built in Marysville, Ohio, the right-hand-drive versions look as though they could have come off the line at the Sayama plant in Japan.

Mercedes-Benz Japan Co. Ltd., which hopes to sell 40,000 units this year, said 65 percent of its vehicles have left-hand drive. The percentage is decreasing gradually, a spokesman said, because Japanese buyers are starting to distinguish between brands, rather than between imports and domestics. In a few years, the company expects to offer "mainly right-hand drive."

America's Big 3 don't offer right-hand-drive imports from North America.

Jim Steinhagen, director of North American sales for General Motors Overseas Corp., said GM expects to sell 9,000 units in Japan this year. He said he could sell more cars if they had right-hand drive, at least in the lower end of the market, but he would not guess how many more or say what kind of volume it would take to justify tooling costs for right-hand drive versions.

But GM is not totally without right-hand-drive capacity. Sales of Opel models in Japan last year were 2,643, and right-hand drive made up 36 percent.

Ford Motor Co. sells approximately 6,000 imports in Japan annually, all left-hand drive, and 75,000 Mazda-made cars with Ford badges, all right-hand drive.

Ben R. Lever III, president of Ford Motor Co. Japan, said he thinks he could sell "some more" with right-hand drive. He said that at volume of 100,000 units of one model, the demand would be for right-hand drive.

Chrysler sold only 973 cars in Japan in calendar 1989, all left-hand drive. With Honda preparing to distribute Jeeps in Japan, sales are expected to grow by 2,000, all left-hand drive, in the model year that begins Oct. 1.

Tsuneo Iizuka, manager of operations and finance for Northern Pacific Operations for Chrysler Corp., said Chrysler has investigated the potential for right-hand drive world-wide, but hasn't made a decision yet.

Japan's market is demanding. Ken Urushibara, who sold his Chrysler New Yorker, is a simultaneous interpreter and an appreciator of deluxe cars.

Because big cars depreciate quickly, he could go to the used car market and for relatively low prices buy Cadillacs and Imperials: large, well-appointed cars that had been tenderly handled by chauffeurs. Until the late '70s, he said, the American cars he bought were better equipped than the top-line Japanese cars.

Now he owns a Mazda Miata, Nissan Cefiro and Toyota Lexus. They have have everything he wants in a car, including right-hand drive.

Pontiac campaign maps out detour around dullsville

By Raymond Serafin
CRAIN NEWS SERVICE

Pontiac parlayed its emphasis on muscle and handling ability into solid growth during most of the 1980s, but that success led more competitors into its territory.

Pontiac is betting that nesting instincts, cocooning and growing older won't dull baby boomers' enthusiasm for a little zip in their cars.

The division's 1991-model advertising breaks on network television Sept. 24. It offers Pontiac as the antidote to social scientists' predictions that "dullsville is right around the corner," said Noel Nauber, senior vice president and group creative director at Pontiac's advertising agency, D'Arcy Masius Benton & Bowles, of Bloomfield Hills, Mich.

New music also plays a key role in the image-building television campaign, which Pontiac will complement with a print strategy aimed at delivering product information.

Pontiac will put about 25 percent of its 1991-model-year spending in print, compared to about 10 percent in the past several years. Television will get about 70 percent of Pontiac's budget, with the other 5 percent going to radio, direct mail and outdoor.

General Motors hasn't yet determined 1991 ad budgets, set on a calendar-year rather than a model-year basis. Pontiac's ad spending for 1990 is estimated at $130 million.

Pontiac parlayed its emphasis on muscle and handling ability into solid growth during most of the 1980s, but that success led more competitors — such as Dodge, Nissan and Mitsubishi — into its territory. Pontiac's share of the U.S. new-car market slipped from 7.36 percent in 1988 to 6.88 percent in 1989. It was 6.91 percent for the first seven months of 1990.

Four new 30-second spots use the format of alternating statements by smug social critics with shots of individualistic Pontiac drivers breaking out of the predicted conservative mold.

One spot shows a stern-looking pair of white-coated sociologists discussing data that indicates "the baby boomers are slowing down . . . the adventure curve has peaked and is now on the decline." That alternates with shots of a couple driving a Grand Prix STE, with visual subtitles that make product points.

"Face it, the good times are over," says the male sociologist, to which the male driver replies, "Is that a fact?"

New music uses the lyrics, "Don't settle for less than the ride of your life on the Pontiac Express." The division's theme line, "We build excitement," is back for a 10th year, appearing as a visual tag.

The format also could be used if fuel economy becomes a factor in buying decisions as a result of the Persian Gulf crisis, said Dwight Logie, Pontiac assistant general sales and service manager in charge of marketing. Pontiac would rebut the idea that fuel efficiency can't co-exist with fun.

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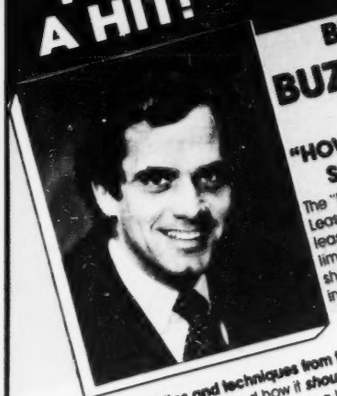

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U.S. AUTOMOTIVE TRADE

(x $1,000)
Passenger cars and light trucks (up to 10,000 lbs. gvw)

Country	Trade	May 1989	May 1990	Annualized trade June 1988-May 1989	Annualized trade June 1989-May 1990
Japan	from U.S.	$ 33,080	$ 41,833	$ 349,363	$ 437,436
	to U.S.	1,620,241	1,414,762	20,393,642	19,731,103
Canada	from U.S.	552,202	680,052	6,247,435	6,310,272
	to U.S.	1,231,381	1,458,819	12,965,173	12,887,331
West Germany	to U.S.	404,241	484,080	6,071,553	5,221,033
South Korea	to U.S.	118,414	107,932	2,262,391	1,138,040
Sweden	to U.S.	134,572	150,141	1,850,971	1,619,063
Mexico	to U.S.	160,816	161,756	1,298,079	1,073,364
Yugoslavia	to U.S.	3	20	21,814	2,207
United Kingdom	to U.S.	84,613	83,339	968,132	897,913
Italy	to U.S.	24,372	26,332	181,861	284,093
France	to U.S.	16,129	22	137,401	13,316
Brazil	to U.S.	18,835	0	225,247	229,997
Others	from U.S.	223,847	275,439	2,198,943	2,583,078
	to U.S.	40,510	39,500	387,267	418,681
Car and truck total	from U.S.	958,618	1,178,325	10,685,862	11,055,587
	to U.S.	4,606,821	4,775,618	54,324,196	51,520,537
VEHICLE TRADE BALANCE		(3,648,203)	(3,597,293)	(43,638,334)	(40,464,950)
Car total	from U.S.	809,128	997,373	8,795,741	9,330,786
	to U.S.	3,854,130	3,926,703	46,793,532	43,576,142
CAR TRADE BALANCE		(3,045,002)	(2,929,330)	(37,997,791)	(34,245,356)
Truck total	from U.S.	149,490	180,952	1,890,121	1,724,801
	to U.S.	752,691	848,915	7,530,664	7,944,395
TRUCK TRADE BALANCE		(603,201)	(667,963)	(5,640,543)	(6,219,594)
TOTAL U.S. Merchandise trade	from U.S.	30,655,000	32,786,300	341,599,300	376,172,700
	to U.S.	40,915,600	40,517,600	456,740,100	479,863,700
TRADE BALANCE		(10,260,600)	(7,731,300)	(115,140,800)	(103,691,000)

Auto trade deficit edges lower

Trade analysts have said the sluggish U.S. new-car market, which has hurt sales of both imported and domestic vehicles, is the chief reason for positive trade news.

WASHINGTON — Increased exports by U.S. automakers helped reduce the U.S. trade deficit in automobiles and light trucks by 1.4 percent in May.

U.S. exports were valued at $1.18 billion, up 22.9 percent for the month, according to the latest statistics from the U.S. Commerce Department. Imports to the United States registered a modest 1.9 percent gain over the same period, with shipments valued at $4.78 billion.

The automotive trade deficit for the month declined $50 million compared with May 1989, to $3.60 billion, an improvement of 1.4 percent.

Trade analysts have said the sluggish U.S. new-car market, which has hurt sales of both imported and domestically produced vehicles, is the chief reason for positive trade news in early 1990. In addition, Japanese automakers are offsetting imports from their home country by building more cars in the United States.

On an annualized basis, the automotive trade deficit improved 7.3 percent from last year. The deficit in the June 1989 through May 1990 period stands at $40.46 billion, compared with $43.64 billion in the year-ago period.

Japanese imports were down 12.7 percent for the month, while South Korean shipments were off 8.9 percent. Other countries registering a decrease in imports were: United Kingdom, 1.5 percent; France, 99.9 percent; and nations classed as "others," 2.5 percent. Brazil shipped no vehicles to the United States during the month after sending more than 18,000 in May 1989.

Canada increased its shipments by 18.5 percent. Other increases came from West Germany, 19.8 percent; Sweden, 11.6 percent; Mexico, 0.6 percent; and Italy, 8.0 percent. Yugoslavia shipped 20 vehicles to the United States in May 1990, compared with three in May 1989.

Exports of U.S.-built vehicles to Japan increased 26.5 percent. Shipments to Canada rose 23.2 percent and those to countries classified as "others" were up 23.0 percent.

GM CARS

FROM PAGE 2

goal for the 1991 model year is to raise those shares to 6.0 percent and 1.0 percent, respectively.

For the third year in a row, Oldsmobile will market its products under the "New Generation of Olds" banner.

CADILLAC: General Manager John Grettenberger said Cadillac aims to sell 258,000 1991 cars, earning a 2.8 percent market share. The division has sold 225,000 1990 cars through August and has a 2.8 percent share.

The 1991 targets are to maintain an upward sales momentum while maintaining market share and retaining its No. 1 luxury nameplate status, Grettenberger said, despite a down market and increased competition for the luxury buyer.

In its 1991 ads, Cadillac will focus on specific benefits from the more powerful 4.9-liter engine and new electronic transmissions available on most models. The Brougham also gets more efficient with a 5.0-liter electronic throttle-body fuel injected powerplant.

PONTIAC: Pontiac expects sales and market share advances in the 1991 model year that will foreshadow even greater potential in 1992, when the Grand Am and Bonneville get new designs.

Model year sales of 800,000 units and an 8 percent share of the passenger-car market in 1992 are "very attainable," Pontiac General Manager John Middlebrook said at a preview of 1991 models.

The division expects to close the 1990 model year with sales of about 670,000 units, down about 30,000 from predictions at this time last year, Middlebrook said.

"Positive momentum has swung back our way," he said. "While our model year share is at 6.8 percent of the passenger-car market, our calendar year share through Aug. 20 is up to 6.9 percent, which is the same level we finished the '89 calendar year at."

Pontiac still hopes to reach the 700,000 unit sales mark and 7 percent share in 1990, although in the calendar year rather than the model year, Middlebrook said. The calendar year performance would be up from 678,968 units and a 6.9 percent share in 1989.

Another incremental increase is in the forecast for the 1991 model year, when Pontiac's goal is to sell 710,000 units, he said. The assumptions are based on expectations of domestic sales of 14.5 million 1991-model cars and light trucks.

Also disclosed at the preview:

- Pontiac is not considering all-wheel drive or four-wheel drive for any of its models because the off-road image such outfitting evokes is not consistent with the division's high-performance theme, an engineer said.

Pontiac is turning instead to traction control which will be on the Bonneville in 1992 and Firebird, Grand Prix and Trans Sport in 1993.

- Pontiac over the next three years plans to eliminate the "LE" designation from its entry-level products because it also doesn't fit a sporty image.

DOMESTIC Market Shares

	August Sales	Pct. of Total
Subcompact	96,646	17.12
Compact	174,071	30.84
Intermediate	194,477	34.46
Standard	96,854	17.16
Speciality	2,363	0.42
TOTAL	564,411	100.00

SALES

AUGUST

FROM PAGE 2

Transplant automaker Nissan suffered the biggest overall sales drop in the final period of August, its deliveries slumping 34.38 percent.

This year's output of Nissan' best-selling Sentra model at the Smyrna, Tenn., plant was down 24,695 units through Sept. 1 as the company prepared for the introduction of the new 1991 Sentra, which will debut this week.

Chrysler's vehicle sales were down 31.03 percent; Ford's tumbled 28.87 percent; and GM's sales fell 22.58 percent.

In an eight-month comparison, 1990 had one more selling day, 206 vs. 205, but domestic and import vehicle sales still slid 5.18 percent.

Analyst Webb said it's not all bad. "Fortunately, dealership profits are not as dependent on new-unit sales as they have been in the past," he said.

Among the North American makers for the eight-month period, only Honda, Mazda, Mitsubishi and Toyota were ahead of last year in total vehicle sales. Among the Big 3, Lincoln was the only make to show an increase in sales of North American-built cars.

Only six imported makes were up for the year: Alfa Romeo, Audi, Chevrolet Geo, Mitsubishi, Suzuki and Volkswagen. The Geo increase lifted Chevrolet above its overall 1989 car-sales total.

Chevrolet's 0.78 percentage point gain in combined car and truck market share for the year almost matched Ford Division's combined loss of 0.68 of a percentage point. Chevrolet is within 0.33 of a percentage point of overtaking Ford as the market-share leader in U.S. vehicle sales. Last year, Ford had a lead of 1.80 percentage points at the end of August.

Robert Rewey, vice president of sales operations for Ford, attributes some of Ford's market share decline to an earlier temporary shutdown of the company's Wayne, Mich., plant, which produces the Escort. Escort sales are down 21.76 percent for the year.

LIGHT-DUTY TRUCK SALES

	Aug 1990	Aug 1989	8 Mos 1990	8 Mos 1989
Vans	11,272	15,726	106,861	119,501
Aerostar	14,082	17,122	128,126	136,662
Club Wagon	1,383	1,546	14,699	17,941
Ranger	26,997	26,866	197,557	190,214
Bronco	3,427	6,083	36,033	41,643
Bronco II/Explorer	20,050	9,819	106,635	73,167
Pickups	40,229	49,271	380,999	406,565
Ford	**117,440**	**126,433**	**970,910**	**982,693**
Vans	7,727	13,498	73,870	84,227
Sportsvan	475	675	6,502	7,505
Geo Tracker†	3,176	838	23,324	6,088
Astro	8,862	16,291	87,362	103,204
Lumina APV	6,349	0	45,421	68
S-10	23,956	22,332	140,451	155,246
S-10 Blazer	13,283	18,261	102,001	118,410
Blazer	1,138	1,958	12,066	14,803
Suburban	4,204	6,095	39,891	43,620
Pickups	37,229	53,029	348,515	372,506
Chevrolet	**106,399**	**132,977**	**880,687**	**905,677**
Pontiac Trans Sport	**2,672**	**0**	**21,254**	**0**
Olds Silhouette	**3,064**	**0**	**16,964**	**0**
Vans	4,076	4,870	40,619	51,301
Ram Wagon	1,012	1,296	16,506	17,623
Voyager	11,795	13,731	121,479	129,192
Caravan	12,178	15,134	136,952	139,914
Caravan C/V	504	843	8,962	10,222
Town & Country	201	305	1,978	558
Ram 50	748	2,426	8,296	20,333
Raider	0	971	1,092	5,762
Ramcharger	901	1,376	7,922	14,031
Dakota	5,112	7,009	52,757	61,075
Pickups	5,791	5,565	64,598	57,082
Chrysler	**42,318**	**53,526**	**461,161**	**507,093**
Vans	3,012	4,144	26,550	29,279
Safari	3,198	3,089	24,210	22,577
S-1/Sonoma	4,512	4,829	30,423	34,562
S-15 Jimmy	3,594	4,295	25,555	28,566
Jimmy	342	549	3,507	4,301
Suburban	2,171	2,122	17,092	15,312
Pickups	10,699	14,689	99,360	105,193
P Model	227	289	1,836	2,519
W-4	167	97	895	866
GMC	**27,922**	**34,103**	**229,428**	**243,175**
Wrangler	4,218	4,549	36,818	36,734
Wagoneer	240	609	2,305	4,418
Cherokee	10,194	16,019	83,851	107,500
Grand Wagoneer	528	999	4,548	7,336
Comanche	730	1,981	9,599	17,983
Jeep	**15,910**	**24,157**	**137,121**	**173,971**
Daihatsu	**509**	**0**	**3,359**	**0**
Isuzu*	**7,566**	**32,542**	**60,585**	**64,269**
Mazda	**11,681**	**19,817**	**86,320**	**81,140**
Mitsubishi	**3,681**	**11,359**	**29,498**	**27,269**
Nissan*	**15,937**	**11,054**	**119,968**	**115,970**
Range Rover	**426**	**3,872**	**2,952**	**3,148**
Suzuki*	**862**	**2,569**	**10,124**	**17,419**
Toyota	**32,232**	**481**	**190,033**	**100,632**
Volkswagen	**643**	**398**	**5,818**	**3,791**
Imports	**73,537**	**82,862**	**516,849**	**493,638**
Industry Total	**389,282**	**453,288**	**3,234,374**	**3,398,247**

*Includes domestic vehicles †Includes imported Tracker Sales charts compiled by Karen Dabkowski

DOMESTIC CAR SALES

	Aug. 21 to Aug. 31, 1990	Same Period, 1989	Aug 1990	Same Month, 1989	Jan. 1 to Aug. 31, 1990	Same Period, 1989
Talon	832	366	1,980	783	18,808	1,200
Premier	1,316	2,115	3,198	5,024	13,434	34,787
Total Eagle	**2,148**	**2,481**	**5,178**	**5,807**	**32,242**	**32,661**
Horizon	225	3,897	505	8,763	11,015	28,731
Laser	1,081	843	2,735	2,132	29,951	13,047
Sundance	3,547	5,540	6,579	12,411	41,304	59,221
Reliant	0	1,586	0	3,396	2,371	25,864
Acclaim	2,842	3,328	7,056	6,757	68,256	57,843
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**7,695**	**15,194**	**16,875**	**33,459**	**152,897**	**186,882**
LeBaron A	1,273	0	3,440	0	22,590	787
LeBaron J	1,788	2,796	3,900	6,093	41,587	60,247
LeBaron GTS	0	179	0	389	1,544	3,502
Fifth Avenue (rwd)	0	625	0	1,297	740	10,000
Fifth Avenue (fwd)	1,263	0	2,589	0	22,397	0
Imperial	310	0	723	0	7,763	0
New Yorker C	886	2,176	2,104	4,847	30,872	61,206
New Yorker E	0	0	0	0	0	237
Total Chrysler	**5,520**	**5,776**	**12,756**	**12,626**	**127,493**	**135,979**
Omni	202	3,947	490	9,051	10,879	29,144
Shadow	3,605	4,064	6,998	10,222	47,233	56,886
Monaco	895	0	1,898	0	6,424	0
Daytona	1,178	2,211	2,691	5,185	24,322	50,027
Aries	0	1,475	0	2,988	1,915	25,522
Lancer	0	152	0	322	1,081	2,382
Spirit	2,434	2,209	5,782	4,472	56,634	47,519
Diplomat	0	0	0	0	0	2,551
Dynasty	3,872	2,831	8,359	6,213	63,933	78,036
Dodge 600	0	0	0	0	0	808
Total Dodge	**12,186**	**16,889**	**26,218**	**38,453**	**212,421**	**292,875**
CHRYSLER MOTORS	**27,549**	**40,340**	**61,027**	**90,345**	**525,053**	**648,397**
Escort	11,968	15,249	25,221	34,522	188,432	240,840
Mustang	4,607	6,646	11,010	14,187	87,232	125,782
Tempo	6,641	8,902	16,081	19,831	152,163	156,667
Taurus	9,647	13,941	26,310	30,957	217,796	245,766
Thunderbird	2,760	6,228	7,031	14,236	73,044	86,624
Probe	2,286	5,522	8,118	13,331	86,986	97,077
Crown Victoria	4,619	7,726	9,434	14,587	76,279	79,691
Total Ford Div.	**42,528**	**64,214**	**103,205**	**141,651**	**881,932**	**1,032,447**
Topaz	2,264	3,123	5,549	7,492	52,304	61,890
Sable	2,546	4,164	7,909	10,628	66,777	81,098
Cougar	2,157	5,322	5,375	12,205	55,029	73,154
Grand Marquis	4,391	6,926	9,624	14,992	61,576	80,931
Total Mercury	**11,358**	**19,535**	**28,457**	**45,317**	**244,989**	**297,073**
Continental	2,130	1,820	5,149	4,116	41,927	38,411
Town Car	4,056	4,713	10,839	10,967	100,674	80,545
Mark VII	709	646	1,614	1,483	16,196	19,394
Total Lincoln	**6,895**	**7,179**	**17,602**	**16,566**	**158,797**	**138,350**
Total L-M Div.	**18,253**	**26,714**	**46,059**	**61,883**	**403,786**	**435,423**
FORD MOTOR CO.	**60,781**	**90,928**	**149,264**	**203,534**	**1,285,718**	**1,467,870**
Skyhawk	0	660	0	1,482	827	13,962
Somerset/Skyiark	3,296	1,388	6,072	3,367	66,235	45,220
Century	3,564	5,044	8,036	11,809	75,613	89,010
Regal	3,314	2,649	8,004	6,581	55,662	55,319
LeSabre	5,762	7,706	12,710	18,736	106,368	101,167
Reatta	231	253	504	598	4,782	5,509
Electra/Park Ave.	1,999	3,379	4,349	7,827	34,437	54,213
Riviera	836	691	1,968	1,618	14,671	13,391
Total Buick	**19,002**	**21,770**	**41,643**	**52,018**	**358,595**	**377,791**
Cimarron	0	0	0	0	0	232
Allante	120	134	310	307	2,379	2,341
Seville	498	477	1,079	1,076	25,690	15,874
DeVille	6,976	8,771	13,864	17,963	105,175	113,145
Brougham	927	1,164	1,901	2,417	23,190	23,522
Eldorado	731	1,225	1,578	2,573	15,925	21,811
Total Cadillac	**9,252**	**11,771**	**18,732**	**24,336**	**172,359**	**176,925**
Geo Metro	2,580	0	6,060	0	21,035	0
Geo Prizm/Nova	2,729	3,679	9,929	8,856	79,870	52,159
Cavalier	9,245	11,490	20,260	25,825	193,366	204,365
Camaro	3,126	3,290	7,691	7,795	59,053	76,916
Celebrity	517	3,056	2,657	7,561	26,368	128,870
Corsica/Beretta	7,398	10,382	19,144	24,260	206,230	255,478
Lumina/Monte Carlo	5,443	4,929	15,971	11,781	156,918	47,687
Caprice	4,481	6,605	12,629	15,697	119,852	112,884
Corvette	258	1,736	1,549	3,613	16,866	16,236
Total Chevrolet	**35,777**	**45,167**	**95,890**	**105,388**	**879,558**	**894,595**
Firenza	0	0	0	0	0	12
Calais	3,444	4,684	6,074	9,901	69,574	66,800
Cutlass Ciera	4,157	10,398	8,730	19,713	94,627	138,858
Cutlass Supreme	3,729	4,628	7,254	8,122	69,798	66,386
88	3,880	6,665	9,383	14,656	70,885	101,929
98	1,307	2,782	3,327	6,228	34,908	48,613
Toronado	421	559	905	870	10,541	5,474
Total Oldsmobile	**16,938**	**29,716**	**35,673**	**59,490**	**350,333**	**428,072**
Fiero	0	0	0	0	0	1,961
Sunbird	6,032	4,136	11,026	9,036	76,522	67,633
Firebird	1,706	1,786	3,903	4,457	29,501	44,989
Grand Am	8,445	8,570	15,905	18,486	148,204	140,020
Pontiac 6000	1,582	2,907	3,384	5,685	32,549	49,264
Grand Prix	4,029	4,493	9,376	9,449	81,849	80,797
Bonneville H	2,543	3,681	5,482	7,752	45,209	61,653
Safari/Parisienne	0	162	0	385	0	3,275
Total Pontiac	**24,337**	**25,735**	**49,076**	**55,256**	**413,834**	**449,582**
GENERAL MOTORS	**105,306**	**134,159**	**241,014**	**296,482**	**2,174,679**	**2,326,975**
Civic	12,213	6,315	20,949	15,206	139,908	117,150
Accord	13,011	11,930	24,215	21,773	187,627	146,737
HONDA	**25,224**	**18,245**	**45,164**	**36,979**	**327,535**	**263,887**
MX-6	1,452	0	2,696	0	21,297	0
626	3,605	0	6,645	0	30,030	0
MAZDA	**5,057**	**2,064**	**9,341**	**3,795**	**52,481**	**29,[illegible]**
MITSUBISHI	**1,896**	**1,656**	**3,907**	**3,656**	**34,099**	**17,789**
NISSAN	**5,484**	**8,267**	**10,581**	**14,221**	**68,490**	**74,844**
Corolla	8,404	6,287	16,269	10,[illegible]	98,432	54,119
Camry	14,377	12,131	25,529	19,370	148,651	80,475
TOYOTA	**22,781**	**18,418**	**41,798**	**29,338**	**245,083**	**134,594**
SUBARU	**1,115**	**0**	**2,315**	**0**	**7,226**	**0**
DOMESTIC TOTAL	**255,193**	**314,077**	**564,411**	**670,948**	**4,720,984**	**4,984,000**
IMPORT TOTAL			**221,546**	**282,964**	**1,714,794**	**1,920,500**
INDUSTRY TOTAL			**785,957**	**961,912**	**6,435,758**	**6,902,577**

IMPORTED CAR SALES

	Aug 1990	Aug 1989	8 Mos. 1990	8 Mos. 1989
Acura	12,881	14,871	97,783	98,696
Alfa Romeo	404	260	2,232	2,191
Aston Martin*	5	5	40	40
Audi	1,852	1,718	14,501	13,688
BMW	5,240	5,619	41,436	45,486
Chevrolet/GEO	9,430	14,223	100,098	81,928
Chrysler	259	587	3,474	5,326
Daihatsu	1,106	1,326	7,807	9,368
Dodge	2,177	2,837	15,152	25,607
Eagle	951	2,219	10,329	17,835
Ferrari*	80	80	640	640
Ford	4,584	6,330	39,377	49,757
Honda	20,024	26,362	168,190	168,584
Hyundai	12,879	20,552	93,421	132,440
Infiniti	1,936	0	13,303	0
Isuzu	437	2,264	2,633	13,718
Jaguar	1,509	1,563	12,369	12,400
Lamborghini*	13	13	104	104
Lexus	6,111	0	40,146	0
Lotus*	27	27	216	216
Maserati*	20	20	160	177
Mazda	13,750	19,977	110,052	128,340
Mercedes-Benz	6,400	6,776	48,991	49,444
Mercury/Merkur	5,621	6,853	22,968	51,526
Mitsubishi	4,884	8,586	75,480	50,320
Nissan	28,878	37,764	224,254	281,857
Peugeot	359	660	3,072	4,242
Plymouth	1,862	2,513	14,049	23,602
Pontiac	4,684	4,401	30,355	37,175
Porsche	660	955	6,541	6,676
Rolls/Bentley*	100	100	800	800
Saab	2,386	3,788	19,267	23,643
Sterling	247	305	2,856	4,126
Subaru	9,442	14,023	66,812	101,110
Suzuki	668	761	4,358	4,000
Toyota	38,976	52,500	259,606	312,569
Volkswagen	11,704	10,636	91,699	90,841
Volvo	8,548	10,553	65,487	72,769
Yugo	452	937	4,736	7,348
TOTAL	**221,546**	**282,964**	**1,714,794**	**1,928,589**

* Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Aug 1990	Percent Share	Aug 1989	Percent Share	8 Mos. 1990	Percent Share	8 Mos. 1989	Percent Share
Alfa Romeo	404	0.05	260	0.03	2,232	0.03	2,191	0.03
Aston Martin*	5	0.00	5	0.00	40	0.00	40	0.00
American Honda	78,069	9.93	78,212	8.13	593,508	9.22	531,167	7.71
BMW	5,240	0.67	5,619	0.58	41,436	0.64	45,486	0.66
Buick	41,643	5.30	52,018	5.41	358,595	5.57	377,791	5.48
Cadillac	18,732	2.38	24,336	2.53	172,359	2.68	176,925	2.57
Chevrolet	105,320	13.40	119,611	12.43	979,656	15.22	976,523	14.17
Chrysler	13,015	1.66	13,213	1.37	130,967	2.03	141,305	2.05
Daihatsu	1,106	0.14	1,326	0.14	7,807	0.12	9,368	0.14
Dodge	28,395	3.61	41,290	4.29	227,573	3.54	318,482	4.62
Eagle	6,129	0.78	8,026	0.83	42,571	0.66	50,496	0.73
Ferrari*	80	0.01	80	0.01	640	0.01	640	0.01
Ford	107,789	13.71	147,981	15.38	921,309	14.32	1,082,204	15.70
Hyundai	12,879	1.64	20,552	2.14	93,421	1.45	132,440	1.92
Isuzu	437	0.06	2,264	0.24	2,633	0.04	13,718	0.20
Jaguar	1,509	0.19	1,563	0.16	12,369	0.19	12,400	0.18
Lamborghini*	13	0.00	13	0.00	104	0.00	104	0.00
Lincoln	17,602	2.24	16,566	1.72	158,797	2.47	138,350	2.01
Lotus*	27	0.00	27	0.00	216	0.00	216	0.00
Maserati*	20	0.00	20	0.00	160	0.00	177	0.00
Mazda	23,091	2.94	23,772	2.47	162,533	2.53	158,092	2.29
Mercedes	6,400	0.81	6,776	0.70	48,991	0.76	49,444	0.72
Mercury/Merkur	34,078	4.34	52,170	5.42	267,957	4.16	348,599	5.06
Mitsubishi	8,791	1.12	12,242	1.27	110,179	1.71	68,089	0.99
Nissan Motor	41,395	5.27	51,985	5.40	306,047	4.76	356,701	5.18
Oldsmobile	35,673	4.54	59,490	6.18	350,333	5.44	428,072	6.21
Peugeot	359	0.05	660	0.07	3,072	0.05	4,242	0.06
Plymouth	18,737	2.38	35,972	3.74	166,946	2.59	210,484	3.05
Pontiac	53,760	6.84	59,651	6.20	444,189	6.90	486,767	7.06
Porsche	660	0.08	955	0.10	6,541	0.10	6,676	0.10
Rolls/Bentley*	100	0.01	100	0.01	800	0.01	800	0.01
Saab	2,386	0.30	3,788	0.39	19,267	0.30	23,643	0.34
Sterling	247	0.03	305	0.03	2,856	0.04	4,126	0.06
Subaru	11,757	1.50	14,023	1.46	74,038	1.15	101,110	1.47
Suzuki	668	0.08	761	0.08	4,358	0.07	4,000	0.06
Toyota Motor	86,885	11.05	82,436	8.57	544,835	8.47	447,163	6.49
Volvo	8,548	1.09	10,553	1.10	65,487	1.02	72,769	1.06
VWoA	13,556	1.72	12,354	1.28	106,200	1.65	104,529	1.52
Yugo	452	0.06	937	0.10	4,736	0.07	7,348	0.11
TOTAL	**785,957**	**100.00**	**961,912**	**100.00**	**6,435,758**	**100.00**	**6,892,677**	**100.00**
TOTAL GM	**255,128**	**32.46**	**315,106**	**32.76**	**2,305,132**	**35.82**	**2,446,078**	**35.49**
TOTAL FORD	**159,469**	**20.29**	**216,717**	**22.53**	**1,348,063**	**20.95**	**1,569,153**	**22.77**
TOTAL CHRYSLER	**66,276**	**8.43**	**98,501**	**10.24**	**568,057**	**8.83**	**720,767**	**10.46**
TOTAL JAPANESE	**252,199**	**32.09**	**267,021**	**27.76**	**1,805,938**	**28.06**	**1,689,408**	**24.51**
TOTAL EUROPEAN	**40,006**	**5.09**	**44,015**	**4.58**	**315,147**	**4.90**	**334,831**	**4.86**
TOTAL KOREAN	**12,879**	**1.64**	**20,552**	**2.14**	**93,421**	**1.45**	**132,440**	**1.92**

* Estimate. Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

U.S. car and light-truck sales, 8 months — 1990 vs. 1989 (ranked by car and light-truck total sales)

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)	Changes Sales (Units)
Ford	921,309	1,082,204	14.32	15.70	970,910	982,693	30.02	29.72	1,892,219	2,064,897	19.57	20.25	-0.68	- 8.36	-172,678
Chevrolet	979,656	976,523	15.22	14.17	880,687	905,677	27.32	27.39	1,860,343	1,882,200	19.24	18.45	0.78	- 1.16	- 21,857
Toyota	504,689	447,163	7.84	6.49	190,033	180,632	5.88	5.46	694,722	627,795	7.18	6.16	1.03	10.66	66,927
Dodge	227,573	318,482	3.54	4.62	337,704	377,343	10.44	11.41	565,277	695,825	5.85	6.82	-0.98	-18.76	-130,548
Honda	495,725	432,471	7.70	6.27	—	—	—	—	495,725	432,471	5.13	4.24	0.89	14.63	63,254
Pontiac	444,189	486,767	6.90	7.06	21,254	0	0.66	0.00	465,443	486,767	4.81	4.77	0.04	- 4.38	- 21,324
Nissan	292,744	356,701	4.55	5.18	119,968	115,970	3.71	3.51	412,712	472,671	4.27	4.63	-0.37	-12.69	- 59,959
Oldsmobile	350,333	428,072	5.44	6.21	16,964	0	0.52	0.00	367,297	428,072	3.80	4.20	-0.40	-14.20	- 60,775
Buick	358,595	377,791	5.57	5.48	—	—	—	—	358,595	377,791	3.71	3.70	0.00	- 5.08	- 19,196
Plymouth	166,946	210,484	2.59	3.05	121,479	129,192	3.76	3.91	288,425	339,676	2.98	3.33	-0.35	-15.09	- 51,251
Mercury	267,957	348,599	4.16	5.06	—	—	—	—	267,957	348,599	2.77	3.42	-0.65	-23.13	- 80,642
Mazda	162,533	158,092	2.53	2.29	86,320	81,140	2.67	2.45	248,853	239,232	2.57	2.35	0.23	4.02	9,621
GMC	0	0	0.00	0.00	229,428	243,175	7.09	7.36	229,428	243,175	2.37	2.38	-0.01	- 5.65	- 13,747
Cadillac	172,359	176,925	2.68	2.57	—	—	—	—	172,359	176,925	1.78	1.73	0.05	- 2.58	- 4,566
Lincoln	158,797	138,350	2.47	2.01	—	—	—	—	158,797	138,350	1.64	1.36	0.29	14.78	20,447
Mitsubishi	110,179	68,089	1.71	0.99	29,498	27,269	0.91	0.82	139,677	95,358	1.44	0.93	0.51	46.48	44,319
Jeep	0	0	0.00	0.00	137,121	173,971	4.24	5.26	137,121	173,971	1.42	1.71	-0.29	-21.18	- 36,850
Chrysler	130,967	141,305	2.03	2.05	1,978	558	0.06	0.02	132,945	141,863	1.37	1.39	-0.02	- 6.29	- 8,918
Acura	97,783	98,696	1.52	1.43	—	—	—	—	97,783	98,696	1.01	0.97	0.04	- 0.93	- 913
Volkswagen	91,699	90,841	1.42	1.32	5,010	3,791	0.15	0.11	96,709	94,632	1.00	0.93	0.07	2.19	2,077
Hyundai	93,421	132,440	1.45	1.92	—	—	—	—	93,421	132,440	0.97	1.30	-0.33	-29.46	- 39,019
Subaru	74,038	101,110	1.15	1.47	—	—	—	—	74,038	101,110	0.77	0.99	-0.23	-26.77	- 27,072
Isuzu	2,633	13,718	0.04	0.20	69,585	64,269	2.15	1.94	72,218	77,987	0.75	0.76	-0.02	- 7.40	- 5,769
Volvo	65,487	72,769	1.02	1.06	—	—	—	—	65,487	72,769	0.68	0.71	-0.04	-10.01	- 7,282
Mercedes-Benz	48,991	49,444	0.76	0.72	—	—	—	—	48,991	49,444	0.51	0.48	0.02	- 0.92	- 453
Eagle	42,571	50,496	0.66	0.73	—	—	—	—	42,571	50,496	0.44	0.50	-0.05	-15.69	- 7,925
BMW	41,436	45,486	0.64	0.66	—	—	—	—	41,436	45,486	0.43	0.45	-0.02	- 8.90	- 4,050
Lexus	40,146	0	0.62	0.00	—	—	—	—	40,146	0	0.42	0.00	0.42	0.00	40,146
Saab	19,267	23,643	0.30	0.34	—	—	—	—	19,267	23,643	0.20	0.23	-0.03	-18.51	- 4,376
Audi	14,501	13,688	0.23	0.20	—	—	—	—	14,501	13,688	0.15	0.13	0.02	5.94	813
Suzuki	4,358	4,000	0.07	0.06	10,124	17,419	0.31	0.53	14,482	21,419	0.15	0.21	-0.06	-32.39	- 6,937
Infiniti	13,303	0	0.21	0.00	—	—	—	—	13,303	0	0.14	0.00	0.14	0.00	13,303
Jaguar	12,369	12,400	0.19	0.18	—	—	—	—	12,369	12,400	0.13	0.12	0.01	- 0.25	- 31
Daihatsu	7,807	9,368	0.12	0.14	3,359	0	0.10	0.00	11,166	9,368	0.12	0.09	0.02	19.19	1,798
Porsche	6,541	6,676	0.10	0.10	—	—	—	—	6,541	6,676	0.07	0.07	0.00	- 2.02	- 135
Yugo	4,736	7,348	0.07	0.11	—	—	—	—	4,736	7,348	0.05	0.07	-0.02	-35.55	- 2,612
Peugeot	3,072	4,242	0.05	0.06	—	—	—	—	3,072	4,242	0.03	0.04	-0.01	-27.58	- 1,170
Range Rover	0	0	0.00	0.00	2,952	3,148	0.09	0.10	2,952	3,148	0.03	0.03	0.00	- 6.23	- 196
Sterling	2,856	4,126	0.04	0.06	—	—	—	—	2,856	4,126	0.03	0.04	-0.01	-30.78	- 1,270
Alfa Romeo	2,232	2,191	0.03	0.03	—	—	—	—	2,232	2,191	0.02	0.02	0.00	1.87	41
Rolls/Bentley*	800	800	0.01	0.01	—	—	—	—	800	800	0.01	0.01	0.00	0.00	0
Ferrari*	640	640	0.01	0.01	—	—	—	—	640	640	0.01	0.01	0.00	0.00	0
Lotus*	216	216	0.00	0.00	—	—	—	—	216	216	0.00	0.00	0.00	0.00	0
Maserati	160	177	0.00	0.00	—	—	—	—	160	177	0.00	0.00	0.00	- 9.60	- 17
Lamborghini*	104	104	0.00	0.00	—	—	—	—	104	104	0.00	0.00	0.00	0.00	0
Aston Martin*	40	40	0.00	0.00	—	—	—	—	40	40	0.00	0.00	0.00	0.00	0
TOTAL	**6,435,758**	**6,892,677**	**100.00**	**100.00**	**3,234,374**	**3,306,247**	**100.00**	**100.00**	**9,670,132**	**10,198,924**	**100.00**	**100.00**	—	**- 5.18**	**- 528,792**
Total Chrysler	568,057	720,767	8.83	10.46	598,282	681,064	18.50	20.60	1,166,339	1,401,831	12.06	13.74	-1.68	-16.80	- 235,492
Total Ford	1,348,063	1,569,153	20.95	22.77	970,910	982,693	30.02	29.72	2,318,973	2,551,846	23.98	25.02	-1.04	- 9.13	- 232,873
Total GM	2,305,132	2,446,078	35.82	35.49	1,148,333	1,148,852	35.50	34.75	3,453,465	3,594,930	35.71	35.25	0.46	- 3.94	- 141,465
Total U.S.	**4,221,252**	**4,735,998**	**65.59**	**68.71**	**2,717,525**	**2,812,609**	**84.02**	**85.07**	**6,938,777**	**7,548,607**	**71.75**	**74.01**	**-2.26**	**- 8.08**	**- 609,830**
Total VWoA	106,200	104,529	1.65	1.52	5,010	3,791	0.15	0.11	111,210	108,320	1.15	1.06	0.09	2.67	2,890
Total Europe	**315,147**	**334,831**	**4.90**	**4.86**	**7,962**	**6,939**	**0.25**	**0.21**	**323,109**	**341,770**	**3.34**	**3.35**	**-0.01**	**- 5.46**	**- 18,661**
Total Honda of America	593,508	531,167	9.22	7.71	0	0	0.00	0.00	593,508	531,167	6.14	5.21	0.93	11.74	62,341
Total Nissan Motor	306,047	356,701	4.76	5.18	119,968	115,970	3.71	3.51	426,015	472,671	4.41	4.63	-0.23	- 9.87	- 46,656
Total Toyota Motor	544,835	447,163	8.47	6.49	190,033	180,632	5.88	5.46	734,868	627,795	7.60	6.16	1.44	17.06	107,073
Total Asia	**1,899,359**	**1,821,848**	**29.51**	**26.43**	**508,887**	**486,699**	**15.73**	**14.72**	**2,408,246**	**2,388,547**	**24.90**	**22.84**	**2.27**	**4.32**	**99,699**

*Estimate

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1989-90 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Dodge trucks	$750-$2,500	2.9	7.9	7.9	10.9	Sept. 30*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Jeep	$500-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Chrysler Corp. (1991 models)						
Chrysler	$500	7.9	7.9	7.9	10.9	Sept. 30
Dodge cars	$500	7.9	7.9	7.9	10.9	Sept. 30
Dodge trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 30
Eagle	$500	7.9	7.9	7.9	10.9	Sept. 30
Jeep	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 30
Plymouth	$500	7.9	7.9	7.9	10.9	Sept. 30
Ford Motor Co. (1990 models)						
Ford cars*	$700-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Continental, Mark VII	$1,500-$2,000					Sept. 26
Ford Motor Co. (1991 models)						
Ford cars*	$500-$750	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
General Motors (1990 models)						
Buick*	$500-$1,250	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile*	$1,500-$2,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					
General Motors (1991 models)						
Buick*	$250-$1,250	3.9	5.9	7.9	10.9	Sept. 26
Chevrolet, Geo cars	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Oldsmobile	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$500	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$500					
Hyundai (1990)	$500-$1,250					Oct. 2
Mazda (1990 models)						
323	$750					Oct. 2
Protege	Free air or auto. trans.					Oct. 2
626, MX-6	$1,000-$1,500					Nov. 2
MPV	$500-$750 discount on option packages					Nov. 2
Trucks	$750 plus free option package					Oct. 2
Nissan (1990 models)						
Sentra	$1,000-$1,200					Oct. 2
Trucks	$1,000					Oct. 2
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1990 models)*						
Swift	$400-$1,500					Oct. 2
Samurai	$1,000					Oct. 2
Sidekick	$1,000-$2,500**					Oct. 2
Suzuki (1991 models)*						
Sidekick	$500-$600					Oct. 2

*Incentive financing of zero percent for 24 months, 4.9 percent for 48 months and 7.9 percent for 60 months applies to Chrysler LeBaron coupe, Imperial, New Yorker, New Yorker Salon, New Yorker Landau and New Yorker Fifth Avenue; Dodge Daytona and Dynasty, and Jeep Cherokee and Wagoneer Ltd. Rates of zero or 2.9 percent for 24 months (depending on model), 7.9 percent for 48 months and 10.9 percent for 60 months are available on all other models.

*Finance rate is 4.9 percent for 48 months on Escort and Tracer.

*Buick rebates based on option package selected. Finance rates on Regal sedan are 4.9/4.9/4.9/10.9. No rebates or special financing on Reatta and Park Avenue.

*Rebates on 1989 Oldsmobiles are $500 more than on 1990 models. Finance rate is 4.9 percent for 48 months on 1989-90 Cutlass Supreme and Cutlass Ciera and 1990 Buick Century and Regal.

**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

*Customer rebate or dealer rebate; dealer's choice

**$3,000 in California

Note: Some makers offer rebates to buyers of 1990 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Ford, Chrysler pay rebates on '91s

Import programs include cash for dealers on 1991 Toyotas

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Matching General Motors' move, Ford Motor Co. and Chrysler Corp. are paying rebates to buyers of most of their 1991 vehicles even before their official introduction.

Several import lines extended or introduced new consumer and dealer rebates last week. Toyota Motor Sales in U.S.A. Inc. is offering dealer rebates on 1991 models.

Ford is offering rebates of $500 to $1,000 on 1991 models. Cut-rate financing starts at 4.8 percent on the Ford Escort and Mercury Tracer and 7.9 on others.

Not included in the new program are the 1991 Mercury Capri, the 1991 Ford Explorer and 1991 Lincolns. Buyer incentives on 1989-90 cars and trucks, which range from $600 to $2,000, are unchanged.

Cash rebates on 1991 cars are $500 on Mustang, Probe, Escort, Tracer and Festiva; $750 on Crown Victoria, Thunderbird, Cougar, Tempo, Topaz, Taurus and Sable; and $1,000 on Grand Marquis.

Ford's 1991 rebates end Sept. 26, the day before the official introduction date of most 1991 models, but dealers already have begun selling most 1991s.

Rebates on 1991 trucks are $500 on the Aerostar, Econoline, Club Wagon, Bronco and F series with automatic transmission; and $1,000 on the Ranger.

Chrysler said it will offer $500 on most 1991 models and $1,000 on the Dodge Ramcharger and Jeep Grand Wagoneer.

The $500 rebates cover: Chrysler Imperial, New Yorker Fifth Avenue and Salon and LeBaron coupe and sedan; Plymouth Acclaim, Sundance (except America models), Laser and Colt (except Vista); Dodge Daytona, Dynasty, Monaco, Spirit, Shadow (except America models), Colt (except Vista), standard-sized pickup and Dakota pickup; Eagle Premier and Talon; and Jeep Comanche, Cherokee and Wrangler.

Mazda Motors of America Inc. announced consumer rebates of $750 to $1,500 on 1990 models.

A program ending Nov. 2 offers discounts of $500 to $750 on option packages on the MPV and cash paybacks of $1,000 on the MX-6 and $1,500 on the 626.

A second Mazda program that expires Oct. 2 offers $750 cash on the 323-SE and no charge for the SE-5 and LE-5 packages on trucks plus $750 on the two-wheel-drive and 4wd trucks.

Hyundai Motor America extended until Oct. 2 its rebates to buyers and dealers on 1990 Excel and Sonata models. They were scheduled to expire Sept. 4.

The Excel has consumer rebates of $500 on the three-door L and GS, $750 on four-door L, $1,000 on the GL automatic; and $1,250 on the GL manual and GLS.

Dealer rebates are $200 per unit for one through 10 sold, effective with the 10th sale; $300 through the 20th sale; $400 through the 30th; and $500 above 31.

Sonata has consumer cash rebates of $750 and dealer cash rebates of $350 per unit sold.

Toyota announced a new dealer cash rebate program through Nov. 2 on 1989, 1990 and 1991 models.

The payments range from $200 to $800 on 1991 Corollas, $200 to $1,000 on 1991 Camrys, $200 to $1,000 on 1989-90 Tercels and Corollas and $400 to $1,200 on 1989-90 Camrys.

Volkswagen United States Inc. is offering dealers $500 rebates on the Fox through Sept. 30 and $1,500 on the Corrado indefinitely.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-90 models)		
Monaco (1990 model)	$2,500	Sept. 30
Premier (1989-90 base models)	$2,500	Sept. 30
Cherokee Ltd., Wagoneer Ltd., Grand Wagoneer (1989-90 models)	$500-$4,000	Sept. 30
Ford Motor Co. (1990 models)		
Taurus SHO	$2,000	Sept. 26
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Sept. 26
Crown Victoria	$300	Sept. 26
Town Car	$1,500-$2,500 based on number sold	Sept. 26
Continental Mark VII	$1,000-$2,000 based on number sold	Sept. 26
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90 models)		
Excel	$200-$500, quota	Oct. 2
Sonata	$350	Oct. 2
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Nissan		
Stanza (1990 models)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91 models)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Nov. 2
Toyota (1991 models)		
Corolla, Camry	$200-$1,000, quota	Nov. 2
Volkswagen (1990 models)		
Golf	$500	Dec. 31
Fox	$500	Sept. 30
Corrado	$1,500	None
Volvo (1989-90 models)	$200-$800, based on number sold	Sept. 30

*Customer rebate or dealer rebate; dealer's choice

**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1990 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

UAW optimistic: GM talks ahead of schedule

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Contract talks between General Motors and the UAW are down to the wire, and the UAW's chief bargainer is optimistic an agreement can be reached before the Sept. 14 deadline.

"We're way ahead of schedule at this point, but that does not say we're going to settle or not settle," said Steve Yokich, UAW vice president and head of the union's GM department.

Yokich said that "people programs," which include health and safety issues and educational programs, are pretty much settled, but there is still a lot of work to be done on the "hard stuff" such as job and income security, health care and outsourcing.

UAW sources say the union hopes to accomplish job security by limiting the number of weeks employees can be laid off and by bolstering the Supplemental Unemployment Benefits and Guaranteed Income Stream programs.

The first program currently guarantees workers up to 95 percent of their pay for two years. Then the Guaranteed Income Stream kicks in for workers with 15 years seniority (or 10 years if the plant closes). This program provides 50 to 75 percent of a worker's pay, based on seniority.

Yokich would not say if the contract would be extended if an agreement for GM's 30,000 hourly workers is not reached by the deadline. After the GM contract is settled, the union will move on to Ford Motor Co. and Chrysler Corp. to try to secure similar agreements.

Meanwhile, skilled trades workers at a GM components plant in Flint, Mich., narrowly approved a local three-year agreement last Thursday after voting it down the first time. The pact guarantees no layoffs over the life of the agreement unless the plant closes.

PRODUCTION

Car output slips 2.6% in August

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Production began at Saturn Corp. in Spring Hill, Tenn., last month. The plant produced approximately 500 units in its first month and is expected to assemble 30 units per day throughout September.

U.S. auto production in August was 523,576 units, 2.56 percent below the August 1989 build of 537,308. Last month's total was 42.40 percent above July's 367,678 (a model changeover month).

U.S. automakers assembled 111,737 units last week, 10.51 percent below the previous week and 3.29 percent above the year-ago week.

Truckmakers produced 320,354 units last month, 22.18 percent above July's production of 262,198 but 9.25 percent below the year-ago month's 353,000

Truck production last week was estimated at 68,844 units, 9.17 percent behind the prior week and 1.44 percent ahead of the year-ago week.

Estimated auto production last week was split as follows: General Motors, 46.42 percent; Ford Motor Co., 23.25 percent; Chrysler Corp., 11.23 percent; Honda of America Manufacturing Inc., 6.36 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.07 percent; Diamond-Star Motors Corp., 3.07 percent; Mazda Motor Manufacturing (USA) Corp., 2.93 percent; New United Motor Manufacturing Inc., 1.79 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.21 percent; Subaru-Isuzu Automotive Inc., 0.56 percent; and Saturn, 0.11 percent.

Ford plans to idle the Kansas City, Mo., car assembly plant and the Louisville, Ky., truck plant this week due to a shortage of dealer orders.

GM has extended the downtime at the Reatta Craft Centre in Lansing, Mich., due to high inventory levels. The plant has been down for model changeover since July 23. It is now scheduled to resume production Oct. 1.

The company also scheduled Saturday overtime last week at the Moraine, Ohio, truck plant. The postal vehicle chassis line was the only line affected.

Chrysler scheduled two overtime shifts last Saturday at the Newark, Del., car facility and the Warren, Mich., truck plant.

Canada car pace hits 5-year high

Canadian car production for August was 77,839, the highest August build since the 89,702 assembled in 1985. The August total was 5.89 percent above July's 73,512 and 51.71 percent above the year-ago month's 51,309.

Truckmakers assembled 53,905 units last month, the highest August build since 1984 when 65,386 units were produced.

The August total is 42.74 percent above the 37,764 assembled in July and 41.16 percent above the 38,187 produced in August 1989.

U.S. CAR	Week Ended Sept. 8, 1990	Week Ended Sept. 9, 1989	Week Ended Sept. 1, 1990	Aug. Total	Jan. 1 to Sept. 8, 1990	Jan. 1 to Sept. 9, 1989
Horizon	0	0	0	0	4,327	21,175
Sundance	1,800	1,548	2,235	10,223	57,226	72,111
Acclaim	2,400	2,450	3,097	12,645	72,270	86,803
Total Plymouth	**4,200**	**3,998**	**5,332**	**22,868**	**133,823**	**180,089**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,100	2,164	1,390	6,008	35,293	71,966
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	300	648	634	2,622	27,592	61,714
Fifth Avenue	600	1,721	1,368	6,274	21,458	8,305
Imperial	50	0	2	84	12,637	0
Total Chrysler	**2,050**	**4,533**	**3,394**	**14,988**	**105,044**	**144,931**
Omni	0	0	0	0	4,078	22,229
Daytona	700	1,436	941	4,043	23,520	57,581
Shadow	1,900	1,525	2,271	10,643	64,828	69,346
Dynasty	1,600	1,752	2,922	12,373	77,959	93,735
Lancer	0	0	0	0	0	1,528
Spirit	2,100	3,144	2,534	10,753	65,897	71,826
Total Dodge	**6,300**	**7,857**	**8,668**	**37,812**	**236,282**	**316,245**
CHRYSLER MOTORS	**12,550**	**16,388**	**17,394**	**75,668**	**475,149**	**641,265**
Escort	5,540	6,338	6,290	28,031	154,332	226,583
Mustang	0	2,200	0	6,039	88,727	146,895
Tempo	2,646	2,475	3,117	11,242	92,563	103,342
Taurus	6,224	2,241	7,664	31,254	244,390	246,677
Thunderbird	2,698	1,985	3,304	7,716	81,114	106,180
Total Ford Div.	**17,108**	**15,239**	**20,375**	**84,282**	**661,126**	**729,677**
Topaz	874	1,045	1,093	3,728	35,261	48,506
Cougar	1,802	1,979	2,234	5,161	53,893	91,876
Sable	2,160	865	2,704	9,965	74,788	79,652
Total Mercury	**4,836**	**3,889**	**6,031**	**18,854**	**163,942**	**220,034**
Continental	1,142	544	1,030	5,810	41,642	44,290
Mark VII	202	174	181	1,667	15,050	14,281
Town Car	2,687	1,068	2,421	12,057	105,813	83,708
Total Lincoln	**4,031**	**1,786**	**3,632**	**19,534**	**162,505**	**142,279**
Total L-M Div.	**8,867**	**5,675**	**9,663**	**38,388**	**326,447**	**362,313**
FORD MOTOR CO.	**25,975**	**20,914**	**30,038**	**122,670**	**987,573**	**1,191,990**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,552	1,366	1,965	8,672	62,190	43,147
Century	1,556	2,266	1,248	1,248	44,734	90,155
Riviera	468	364	522	1,735	15,317	12,995
Electra/Park Ave.	2,423	2,023	2,749	8,056	31,506	54,164
LeSabre (fwd)	3,032	2,417	3,599	11,865	111,620	104,449
LeSabre (rwd)	0	165	0	0	4,022	4,749
Reatta	0	164	0	0	5,277	3,809
Total Buick	**9,031**	**8,765**	**10,083**	**31,576**	**274,666**	**320,381**
Eldorado	485	354	539	1,798	14,541	20,527
Seville	487	235	550	1,809	25,099	15,193
Brougham (rwd)	792	927	888	4,273	20,258	25,024
DeVille (fwd)	3,311	3,076	3,671	10,467	109,680	137,576
Allante	71	15	89	410	3,121	2,092
Total Cadillac	**5,146**	**4,607**	**5,737**	**18,757**	**172,699**	**200,412**
Cavalier	7,811	4,470	7,550	26,787	226,741	247,429
Camaro	1,868	1,619	2,184	9,071	50,441	69,843
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	4,928	7,182	6,267	24,770	196,793	263,564
Caprice	3,472	2,867	0	12,918	164,544	127,648
Corvette	224	448	283	596	15,465	17,684
Total Chevrolet	**18,303**	**16,586**	**16,284**	**74,142**	**653,984**	**796,517**
Calais	1,712	1,488	2,171	9,582	70,689	62,927
Cutlass Ciera	1,140	1,066	900	900	51,012	62,391
Cutlass Supreme	1,696	3,063	2,338	8,876	62,723	66,313
Toronado	294	286	320	1,083	10,885	5,375
88 (fwd)	1,859	1,837	2,186	7,780	71,778	92,563
88 (rwd)	0	99	0	0	1,214	5,587
98	113	1,084	86	167	33,064	50,470
Total Oldsmobile	**6,814**	**8,923**	**8,061**	**28,388**	**301,365**	**345,626**
Sunbird	3,200	2,172	3,360	17,468	107,571	98,814
Grand Am	3,840	3,851	4,828	22,111	143,400	166,640
Firebird	732	987	1,016	4,490	29,836	39,001
Grand Prix	2,368	2,804	2,979	5,288	80,652	87,472
Pontiac 6000	1,132	1,296	923	923	38,466	57,592
Bonneville	1,315	1,902	1,664	6,366	54,204	64,515
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**12,587**	**13,012**	**14,770**	**56,646**	**454,129**	**516,725**
GENERAL MOTORS	**51,881**	**51,893**	**54,875**	**209,509**	**1,856,843**	**2,179,661**
DIAMOND-STAR	**3,425**	**2,235**	**2,671**	**13,693**	**91,290**	**46,586**
HONDA	**7,108**	**5,872**	**9,168**	**41,639**	**301,440**	**258,952**
Civic	1,058	2,963	1,925	9,283	79,003	89,724
Accord	6,050	2,909	7,243	32,356	222,437	169,228
MAZDA†	**3,272**	**3,373**	**3,506**	**18,387**	**120,428**	**140,004**
NISSAN	**1,348**	**2,100**	**1,476**	**3,705**	**56,149**	**81,737**
NUMMI	**2,000**	**2,418**	**475**	**14,497**	**137,250**	**138,710**
Corolla	1,000	939	225	7,474	69,105	56,218
Geo Prizm/Nova	1,000	1,471	250	7,023	68,145	82,492
SATURN*	**125**	**0**	**150**	**500**	**625**	**0**
SUBARU-ISUZU	**628**	**0**	**727**	**3,135**	**19,131**	**0**
TOYOTA	**3,425**	**2,998**	**4,381**	**20,253**	**149,870**	**92,581**
TOTAL CARS, U.S.	**111,737**	**108,175**	**124,861**	**523,576**	**4,195,748**	**4,771,486**
TOTAL CARS, CANADA	**21,077**	**15,047**	**20,997**	**77,839**	**733,191**	**659,068**
U.S., CANADA CARS	**132,814**	**123,222**	**145,858**	**601,415**	**4,928,939**	**5,430,554**
U.S., CANADA CARS AND TRUCKS	**215,658**	**207,902**	**238,195**	**955,329**	**8,281,250**	**9,039,895**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe
*Estimated

CANADIAN CAR	Week Ended Sept. 8, 1990	Week Ended Sept. 9, 1989	Week Ended Sept. 1, 1990	Aug. Total	Jan. 1 to Sept. 8, 1990	Jan. 1 to Sept. 9, 1989
Monaco	0	0	0	1,197	6,891	0
Premier	0	0	0	2,076	7,477	25,966
CHRYSLER MOTORS	**0**	**0**	**0**	**3,273**	**14,368**	**25,966**
Tempo	2,656	2,587	2,827	9,926	83,142	90,518
Topaz	1,141	1,112	1,213	4,658	31,262	38,463
Crown Victoria	2,182	1,564	2,417	11,152	84,108	82,532
Grand Marquis	2,332	1,729	2,974	12,740	77,185	88,604
FORD MOTOR CO.	**8,311**	**6,992**	**9,431**	**38,476**	**275,697**	**300,117**
Celebrity	0	151	0	0	20,319	15,441
Cutlass Ciera	477	286	0	0	53,964	96,437
Lumina	4,944	3,712	4,458	9,947	147,110	98,019
Regal	2,325	2,244	2,428	5,668	65,175	50,636
GENERAL MOTORS	**7,746**	**6,393**	**6,886**	**15,615**	**286,568**	**260,533**
CAMI*	**850**	**0**	**850**	**3,400**	**23,800**	**0**
HONDA	**2,150**	**1,340**	**1,874**	**8,985**	**72,033**	**57,148**
HYUNDAI*	**720**	**0**	**560**	**2,137**	**13,940**	**0**
TOYOTA	**1,200**	**243**	**1,216**	**5,673**	**41,072**	**9,793**
VOLVO	**100**	**79**	**180**	**280**	**5,713**	**5,511**
TOTAL CARS, CANADA	**21,077**	**15,047**	**20,997**	**77,839**	**733,191**	**659,068**

U.S. TRUCK	Week Ended Sept. 8, 1990	Week Ended Sept. 9, 1989	Week Ended Sept. 1, 1990	Aug. Total	Jan. 1 to Sept. 8, 1990	Jan. 1 to Sept. 9, 1989
Caravan	100	2,124	16	16	67,162	72,036
Dakota	1,400	1,680	1,625	6,858	47,661	67,201
Caravan C/V	0	90	0	0	4,171	4,906
Ram pickups	2,100	1,713	2,398	10,206	70,651	67,327
Total Dodge	**3,600**	**5,607**	**4,039**	**17,080**	**189,645**	**211,470**
Cherokee	3,100	3,382	3,948	13,561	106,851	153,444
Comanche	200	402	333	1,064	5,505	20,376
Grand Wagoneer	0	260	0	902	4,672	7,714
Wagoneer	50	75	99	353	2,588	5,582
Total Jeep	**3,350**	**4,119**	**4,380**	**15,880**	**119,616**	**187,116**
Voyager	100	1,860	12	12	62,335	67,720
Town & Country	0	102	0	0	2,078	2,552
Total C-P Div.	**100**	**1,962**	**12**	**12**	**65,013**	**70,272**
CHRYSLER MOTORS	**7,050**	**11,688**	**8,431**	**32,972**	**374,274**	**468,858**
Aerostar	4,775	3,150	4,603	21,386	144,374	157,593
Bronco	781	971	987	4,558	36,074	53,728
Bronco II/Explorer	5,504	1,879	5,300	22,513	129,542	84,273
Econoline	3,368	3,108	4,174	19,150	135,911	161,058
Mediums/Heavies	917	989	1,164	5,344	37,977	43,355
Light trucks	8,428	8,406	9,424	46,475	318,137	371,092
Ranger	4,678	5,236	4,285	22,844	194,335	222,364
Total Ford Div.	**28,381**	**23,739**	**29,937**	**142,270**	**996,350**	**1,091,463**
FORD MOTOR CO.	**28,381**	**23,739**	**29,937**	**142,270**	**996,350**	**1,091,463**
Astro	2,272	2,492	2,934	13,245	88,541	114,499
Blazer	284	429	352	1,629	12,458	20,022
Lumina APV	776	0	674	729	60,003	0
Mediums/Heavies	433	268	466	708	7,261	8,119
P-Model	361	538	289	289	16,151	22,271
Pickups	6,185	6,578	7,458	36,756	278,782	284,810
S-10	3,886	2,889	3,143	16,217	161,151	183,317
S-10 Blazer	3,367	2,745	3,565	5,019	73,663	134,235
Sportsvan/Van	1,112	1,320	1,352	2,999	41,899	68,762
Suburban	1,335	1,167	1,509	6,617	49,371	55,728
Total Chevrolet	**20,011**	**18,426**	**21,742**	**84,208**	**789,280**	**888,044**
Jimmy	89	134	116	517	3,860	5,932
Mediums/Heavies	434	456	419	764	8,202	13,127
P-Model	39	61	39	39	2,141	3,081
Pickups	1,714	2,022	2,037	10,806	97,136	85,652
S-15/Sonoma	865	1,879	903	3,522	37,049	41,710
S-15 Jimmy	827	947	1,064	1,360	24,478	37,629
Safari	736	845	965	3,980	31,486	29,931
Suburban	532	523	829	3,460	24,691	22,085
Vandura/Rally Vans	425	511	414	1,053	15,607	19,822
Total GMC	**5,661**	**7,378**	**6,786**	**25,501**	**244,650**	**253,028**
Olds Silhouette	124	0	172	188	23,932	0
Pontiac Trans Sport	388	0	337	374	37,567	0
GENERAL MOTORS	**26,184**	**25,804**	**29,037**	**110,271**	**1,095,429**	**1,141,072**
NAVISTAR	**948**	**1,188**	**1,602**	**5,709**	**50,385**	**56,599**
NISSAN	**1,960**	**1,996**	**2,358**	**11,033**	**99,172**	**84,265**
SUBARU-ISUZU	**871**	**0**	**981**	**4,299**	**21,176**	**0**
AM GENERAL	**450**	**450**	**450**	**1,800**	**15,840**	**15,840**
MISCELLANEOUS	**3,000**	**3,000**	**3,000**	**12,000**	**105,600**	**99,600**
TOTAL TRUCKS, U.S.	**68,844**	**67,865**	**75,796**	**320,354**	**2,758,226**	**2,957,717**

CANADIAN TRUCK	Week Ended Sept. 8, 1990	Week Ended Sept. 9, 1989	Week Ended Sept. 1, 1990	Aug. Total	Jan. 1 to Sept. 8, 1990	Jan. 1 to Sept. 9, 1989
Caravan	1,365	2,742	1,522	3,847	87,921	98,490
Caravan C/V	0	171	0	0	5,610	8,027
Ram Wagon	240	465	281	1,180	16,677	18,525
Ram Van	1,296	1,457	1,639	5,872	39,917	47,750
Total Dodge	**2,901**	**4,835**	**3,442**	**10,899**	**150,125**	**172,792**
Voyager	1,190	2,166	1,329	3,443	70,384	86,422
Total Plymouth	**1,190**	**2,166**	**1,329**	**3,443**	**70,384**	**86,422**
Wrangler	1,200	1,484	1,510	6,022	40,603	56,383
Total Jeep	**1,200**	**1,484**	**1,510**	**6,022**	**40,603**	**56,383**
CHRYSLER MOTORS	**5,291**	**8,485**	**6,281**	**20,364**	**261,112**	**315,597**
FORD MTR. (lt. trks.)	**2,395**	**2,544**	**2,891**	**13,340**	**97,754**	**109,345**
Light trucks	2,732	3,038	3,365	10,912	116,002	110,131
Vans	1,188	1,201	1,246	1,653	34,769	40,413
Total Chevrolet	**3,920**	**4,239**	**4,611**	**12,565**	**50,771**	**150,544**
Light trucks	1,172	1,158	1,425	3,702	44,606	48,397
Vans	372	204	463	592	14,273	19,520
Total GMC	**1,544**	**1,362**	**1,888**	**4,294**	**58,879**	**67,917**
GENERAL MOTORS	**5,464**	**5,601**	**6,499**	**16,859**	**209,650**	**218,461**
CAMI*	**650**	**0**	**650**	**2,600**	**18,850**	**0**
NAVISTAR	**152**	**185**	**220**	**742**	**6,719**	**8,021**
TOTAL TRKS. CANADA	**13,952**	**16,815**	**16,541**	**53,905**	**584,885**	**651,424**
U.S., CANADA TRKS.	**82,796**	**84,680**	**92,337**	**374,259**	**3,362,311**	**3,609,141**

*Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz